



Advancing Greater Phoenix

# International Leadership Council

The collective professional expertise of GPEC's councils and advisory groups helps shape the organization's key initiatives, leverages connections to further job creation and competitiveness efforts, and supports the implementation of programs.

## Mission

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Brand Greater Phoenix as a location of choice for global trade and foreign direct investment. The council will assess the overall direction and implementation of the core trade and FDI strategies supporting the goals and objectives set in the Greater Phoenix Global Investment Plan and Export Plan, to provide guidance to increase public support and financial resources that further enhance programs impacts.

## FY20 Focus & Activities

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GPEC will need the support of the Council to execute the following actions outlined in the current action plan:

- Expand the reach of the “The Connected Place” brand with a focus on internationally based technology companies
- Growth-stage companies that have already closed on series A funding or higher developing IP, and are looking to bring new products and services to the U.S. market in...
  - Artificial Intelligence
  - E-Commerce
  - Cybersecurity/Blockchain
  - FinTech
  - Health Tech/Wearable Robotics
- High-value electronics, semiconductor and aerospace manufacturers, and supply chain that are developing I.P. and looking to bring new products and services to the U.S. market
- Engage European, Asian, and Canadian markets through strategic conferences and partnerships with SelectUSA
- Enhance coordination with technology companies in Mexico looking to expand in the U.S. market
- Promote Greater Phoenix’s unique assets to better attract international companies looking to expand to the U.S.
- Utilize the International Leadership Council (ILC) to increase outreach to international companies and promote the brand internationally.

## Measures & Milestones

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- ✓ Establish a baseline for IoT and sensor industry prospects
- ✓ Increase website visits to theconnectedplace.org
- ✓ Implementation of the FDI aftercare program
- ✓ Development of the global partnership program
- ✓ Increase international traffic to GPEC website

## Leadership

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**Sharon Harper - Co-Chair**  
*President and CEO*  
The Plaza Companies

**Bruce Hoechner - Co-Chair**  
*President & CEO*  
Rogers Corporation

## Members

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- Acronis SCS
- Alliance Bank of Arizona
- American Airlines
- APS
- Arizona Hispanic Chamber of Commerce
- Arizona Israel Technology Alliance
- Arizona State University
- Avnet
- Bank of America
- Bryan Cave Leighton Paisner LLP - Phoenix
- Boeing
- Canada Arizona Business Council
- Cisco Systems, Inc.
- Citrix
- City of Chandler
- City of Goodyear
- City of Phoenix
- City of Scottsdale
- CopperPoint Insurance Companies
- Cox Communications
- Freeport McMoRan Inc.
- German American Chamber of Commerce
- Global Chamber
- Haydon Building Corp.
- Highnoon
- Honorary Consulate of the Federal Republic of Germany to Arizona
- Honorary Consulate of the United Kingdom to Arizona
- Insight Enterprises
- Intel
- Kudelski Group
- M Culinary
- Maricopa Association of Governments
- Maricopa County
- Medtronic
- NXP Semiconductors
- Perkins Coie LLP
- Quarles & Brady
- Rogers Corporation
- Sherman & Howard
- Snell & Wilmer
- Spencer Fane LLP
- Squire Patton Boggs
- The Plaza Companies
- U.S. Department of Commerce
- University of Phoenix
- Vanderzee & Associates
- Versum Materials
- Weitz Company
- Wells Fargo Bank

**Interested in learning more? Contact us today.**



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